

# 2008 SmartWay Excellence Awards

## Application

The 2008 SmartWay Excellence Awards are designed to recognize companies and organizations that have made significant contributions to protect the environment through their participation in the Partnership. We encourage all SmartWay Transport Partners that meet the basic criteria to apply.

**Award Description:** The SmartWay Excellence Awards recognize Partners that have demonstrated outstanding environmental performance by actively implementing and promoting the strategies of the SmartWay Transport Partnership. Nominees may qualify for these awards based on one or all of the following categories: 1) Significant improvements in environmental performance and fuel economy; 2) Shipping the greatest percentage of goods with SmartWay Carriers and/or attracting additional carriers to join SmartWay; or 3) Increasing the visibility and effectiveness of the SmartWay Transport Partnership through marketing, creative outreach, and/or attracting additional companies to join SmartWay.

**Criteria:** Applications will be judged based on amounts of fuel savings and emissions reductions (compared to the overall fuel consumption and emissions footprint of the organization), the types of strategies and technologies undertaken, and the overall environmental performance of the organization. Consideration will also be given for innovation, creativity, sustainability, and general promotion of the SmartWay Transport Partnership.

**Eligibility:** To be considered for a SmartWay Excellence Award, all Partners must:

1. be eligible to use the SmartWay Partner Logo\*;
2. have submitted a current action plan on or before June 30, 2008;
3. have submitted a 2007 annual update on or before June 30, 2008; and
4. have joined the partnership prior to June 30, 2007

\*Note: Affiliates are not required to meet criterion 1 as they do not have access to the Partner logo.

### Application Process:

- Companies and organizations may self-nominate, or they may be nominated by other parties.
- Each application package should include:
  - Three hard copies of your entire application package, including the application form and supplemental materials, AND
  - One electronic copy (in Word or WordPerfect) of your application form via e-mail to Tracie Jackson at [jackson.tracie@epa.gov](mailto:jackson.tracie@epa.gov)
  - **Please do not forward supplemental materials via e-mail.**
- Completed application packages should be sent to the appropriate address below. It is highly recommended that overnight or two-day delivery be used to avoid potential delays and damage due to enhanced security screening of standard mail to government facilities. Please do NOT fax application packages or sample materials, as they will not be accepted.

### Via US Postal Service or Overnight Delivery Service:

Tracie Jackson  
US Environmental Protection Agency  
2000 Traverwood Rd.  
Ann Arbor, MI 48105  
(734) 214-4871

- Application packages must be received by the EPA review team by 5 PM on **June 30, 2008**.
- Upon delivery of each application package, EPA will confirm receipt to the nominator contact via e-mail. If you do not receive confirmation within two weeks of sending in your application, please contact Tracie Jackson at [jackson.tracie@epa.gov](mailto:jackson.tracie@epa.gov) or (734) 214-4871.

**Notification:** Award winners will be notified via telephone and a letter from a representative of the SmartWay Transport Partnership.

**Award Presentation:** The SmartWay Transport Partnership Annual Awards will be presented at the Council of Supply Chain Management Professionals (CSCMP) Annual Conference held in Denver, Colorado on October 7, 2008. Visit [www.cscmp.org](http://www.cscmp.org) for conference details and lodging information.

**Additional Information:** For more information on the awards process, please visit <http://www.epa.gov/smartway>, or contact Tracie Jackson at [jackson.tracie@epa.gov](mailto:jackson.tracie@epa.gov) or (734) 214-4871.

## Part I: General Information

### A. Contact Information: Please provide the following required information.

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Official Name of Organization or Company (Exactly as it should appear on an award)

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Street Address (Include suite/room number/mail code)

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City State Zip Code +4

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**Primary Contact Name**

**Title**

**E-Mail Address**

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Phone (including area code and extension)

**Fax**

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**Communications Contact** (or authorized advertising/PR firm)

Communications Contact

**E-Mail Address**

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Phone

**Fax**

### B. Headquarters Address: Please provide if different than above.

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Official Name of Organization or Company

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Street Address (Include suite/room number/mail code)

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City State Zip Code +4

### C. Certification Statement:

"I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that excerpts from this application may be used by EPA for public outreach related to the SmartWay Transport program and 2008 SmartWay Excellence Awards."

**Signatory must be an employee of the organization listed above.**

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Name Printed/Signed Title Date

# Part II: SmartWay Excellence Award Supplemental Submission

To be considered for a SmartWay Excellence Award, all Partners must:

1. be eligible to use the SmartWay Partner Logo\*;
2. have submitted a current action plan on or before June 30, 2008;
3. have submitted a 2007 annual update on or before June 30, 2008; and
4. have joined the partnership prior to June 30, 2007.

\*Note: Affiliates are not required to meet criterion 1 as they do not have access to the Partner logo.

In addition, Partners will be evaluated based on supplemental supporting data provided by June 30, 2008. Please review the directions below and provide narrative answers to the questions as well as samples of any material that will support your claims.

**Directions:** Emissions and fuel efficiency data will be determined based on your baseline modeling submissions and your annual updates. However, you are encouraged to provide additional evidence of your company's commitment to the goals and philosophy of the SmartWay Transport program.

Please address all four of the questions below, providing specific examples where appropriate. **If a question is not applicable, state that in your response.** Whenever possible, quantify the activities and results (e.g., fuel saved, tons of emissions reduced, number of pieces of equipment purchased, number of people reached, etc.) and enclose documentation that supports claims made (e.g., photos of prominent use of the SmartWay logo, copies of training materials used, etc.).

1. **Executive Summary:** Please provide a 200 word (or less) summary of your achievements as a SmartWay Transport Partner or Affiliate and as an industry leader on fuel efficiency and environmental performance. In this summary, you are encouraged to explain how you have been creative, innovative, or have gone above and beyond the ordinary expectations of a SmartWay Transport Partner or Affiliate. This narrative may be used in future awards documents (e.g., event programs, press releases, etc) so please take care to highlight any significant achievements you would like us to consider.
2. **Environmental Footprint:** Please describe the types of emissions reductions and fuel savings achieved by your company. Quantify documented results as much as possible and attach supporting materials. NOTE: Your approved SmartWay Action Plan and Annual Update will be used as the primary basis for evaluation of environmental performance; however, you are encouraged to supply a narrative description of significant achievements that may not be obvious based on model data (e.g., a significant emissions impact based on a shift from on technology or policy to another, or use of progressive and/or advanced technologies such as 2007 engines or SmartWay Tractors and/or Trailers)
3. **Marketing, Education, and Promotion:** Please describe all internal (e.g., corporate newsletters) and external (e.g., conferences, press releases, articles, website, etc.) instances where you have promoted the SmartWay Transport Partnership. Indicate the approximate budget and estimate the size of the audience for each initiative to the maximum extent possible. This category may include initiatives such as incentive programs for drivers, drivers training programs, and presentations about SmartWay to company staff.
4. **Recruitment:** Please provide the names of organizations you have recruited to become Partners or Affiliates in the SmartWay Transport Partnership.